



PASSENGER Transport

REACH

Decision-making public transportation leaders who have billions in purchasing power

TARGET

Public transportation officials from every facet of the industry

ACCESS

American Public Transportation Association members

2013

ADVERTISING MEDIA KIT



AMERICAN
PUBLIC
TRANSPORTATION
ASSOCIATION

PASSENGER Transport

MONDAY, JUNE 4, 2012 | VOLUME 70, NO. 11

THE SOURCE FOR PUBLIC TRANSPORTATION NEWS AND ANALYSIS



**2012
Rail Conference
Dallas, TX**

ABOUT *PASSENGER TRANSPORT*

READERS WHO REACT

As a result of reading *Passenger Transport*, our readers report having taken action on one or more of these:

43% have discussed ads with others in their organization

28% have saved ads for future reference

36% have requested/contacted advertisers for further information

Source: *Passenger Transport Reader Survey*

PURCHASING POWER WITH PUNCH

Nearly 80 percent of *Passenger Transport* readers report having purchase influence within their organizations.

39.8% Authorize/approve

27.2% Recommend/specify

11.2% Review products/services

Source: *Passenger Transport Reader Survey*



Passenger Transport, the flagship publication of the American Public Transportation Association, is the leading publication for public transportation industry news and analysis.

Now in its 71st year of reporting on the public transportation industry, *Passenger*

Transport is the publication that public transportation executives, policy makers, elected officials, department heads, managers, and employees have come to depend on.

Published bi-weekly, *Passenger Transport* has as its mission to provide readers with timely and useful news and information about the events, trends, and issues that affect public transportation.

You Cannot Find A Better Marketing Partner:

A superior editorial platform, an influential readership, and cost-effective pricing combine to make *Passenger Transport* advertising opportunities far and away the best marketing avenue to reach public transportation industry buyers.

2013 SPECIAL EDITIONS

In 2013, *Passenger Transport* will publish several theme issues as well as four conference editions in conjunction with major APTA meetings.

We will also produce a Looking Ahead issue in January and a Preview issue in the summer—highlighting the October Annual Meeting—and will conclude the year with our traditional Year in Review edition.

2013 Schedule: Issue Dates and Deadlines

JANUARY 14

Looking Ahead

What will happen in our industry in the coming year? What kind of federal funding will be authorized? From technology to training, from software to standards, industry experts weigh in.

FEBRUARY 11

Technology

The PTC mandate, crashworthiness, cyber security – these and many other issues involving technology and public transit will be examined.

MARCH 11

APTA Legislative Conference

What subjects are heating up Capitol Hill? Reauthorization? Special infrastructure funding? Transit security? Greening America? And what is public transportation's relationship to these and other issues?

MAY 6

APTA Bus & Paratransit Conference

This issue, one of our largest, will feature timely stories from bus systems on such topics as operations, management, marketing, security, and facilities.

JUNE 3

APTA Rail Conference

This will also be a very large issue. There will be stories on planning, design, and operations relating to all modes of rail, including commuter, heavy, and light.

JULY 29

APTA Annual Meeting Preview

Want an advance look at the workshops and sessions to be featured at the 2013 APTA Annual Meeting in Chicago? This issue will also contain travel information, lodging availability, and sights to see in the host city.

SEPTEMBER 23

APTA Annual Meeting

Make plans to contribute to our largest issue of the year! It will be chock full of stories with the latest information on public transportation – from management and security innovations to case studies on doing more with less – an issue not to be missed.

DECEMBER 16

Year in Review

The last issue of the year, this is a comprehensive look back at significant events – including legislative actions – and the people who made news in public transportation.

2013 PASSENGER TRANSPORT CALENDAR

ISSUE	AD CLOSE	MATERIAL CLOSE
January 14 Looking Ahead	January 4	January 7
January 28	January 18	January 21
February 11 Technology	February 1	February 4
February 25	February 15	February 18
March 11 APTA Legislative Conference Bonus Distribution: APTA Legislative Conference	March 1	March 4
March 25	March 15	March 18
April 8	March 29	April 1
April 22	April 12	April 15
May 6 Bus & Paratransit Conference Bonus Distribution: APTA Bus & Paratransit Conference	April 26	April 29
May 20	May 10	May 13
June 3 Rail Conference Bonus Distribution: APTA Rail Conference	May 24	May 27
June 17	June 7	June 10
July 2	June 21	June 24
July 15	July 5	July 8
July 29 APTA Annual Meeting Preview	July 19	July 22
August 12	August 2	August 5
August 26	August 16	August 19
September 9	August 30	September 2
September 23 Annual Meeting Bonus Distribution: APTA Annual Meeting	September 13	September 16
October 7	September 27	September 30
October 21	October 11	October 14
November 4	October 25	October 28
November 18	November 8	November 11
December 2	November 22	November 25
December 16 Year In Review	December 6	December 9
December 30	December 20	December 23

2013 DISPLAY ADVERTISING RATES



FOUR COLOR FREQUENCY

	1X	6X	12X	24X
Full	\$3,375	\$3,155	\$3,025	\$2,790
2/3	2,595	2,445	2,355	2,100
Half	2,280	2,160	2,090	1,965
1/3	1,825	1,760	1,705	1,625
1/4	1,665	1,605	1,570	1,505
1/6	1,435	1,395	1,370	1,330

BLACK AND WHITE FREQUENCY

	1X	6X	12X	24X
Full	\$2,360	\$2,135	\$2,005	\$1,770
2/3	1,580	1,430	1,340	1,185
Half	1,265	1,145	1,075	950
1/3	810	735	690	610
1/4	650	585	550	485
1/6	415	375	355	315

- Non-APTA members add 25% to rates listed above.
- All rates are considered net.

INSERTS

Inserts must be provided by the advertiser. Charges may vary depending on edition.

Please call for rates, quantity, and availability of a particular issue.



2013 MECHANICAL REQUIREMENTS

Specifications

HOW TO SUBMIT AD MATERIALS: All ad files should be posted to our FTP site (please compress your files before posting them). Your ad representative will provide FTP address, username and password.

Bleeds: Allow additional 1/8" for trim.

Advertising Policies

ACCEPTANCE: The acceptance of paid advertisements within *Passenger Transport* does not constitute an endorsement of such products or services by the American Public Transportation Association. *Passenger Transport* reserves the right to reject any advertisement considered unsuitable for or not in the best interests of APTA. Paid advertising in *Passenger Transport* will be within the generally accepted bounds of taste and quality appropriate to a national publication of public transit news and policy. *Passenger Transport* reserves the right to reject advertising that promotes public transit trade shows that are national and international in scope.

COMMISSION: Agency commission – 15% of gross billing allowed to recognized agencies on space and color. No cash discount.

PAYMENT: Payment due within 30 days of invoice date. Accounts may be subject to a late payment charge on any balance 30 days after billing date.

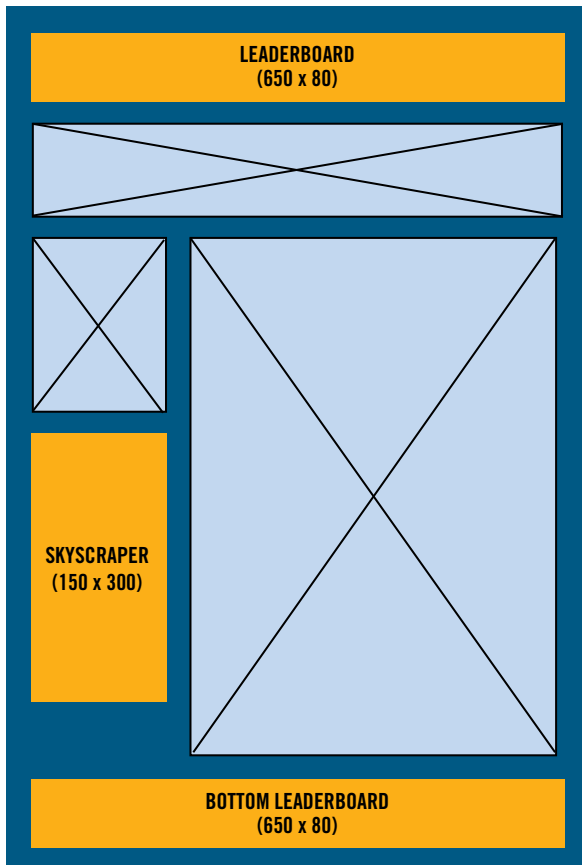
TRIM SIZE: 10- 5/8" (W) X 14" (D)

AD SIZES	W X D	W X D
Full	—	9 1/4 x 12 3/4
2/3	—	7 3/8 x 9
Half	9 1/4 x 5 3/4	4 1/2 x 12 3/4
1/3	7 3/8 x 4 1/2	4 1/2 x 7 3/4
1/4	4 1/2 x 5 3/4	—
1/6	5 1/2 x 3 1/2	—



PASSENGER Transport

e-newsletter



For more information,
contact a *Passenger Transport* sales
representative at adinfo.psg@foxrep.com
or 800-440-0232.

Reach 27,000 public transportation industry professionals and decision-makers with *Passenger Transport's* e-newsletter. This electronic version of *Passenger Transport* delivers key industry news and analysis.

	1x	4x	8x	12x
Skyscraper (150 x 300)	\$1,450	\$1,375	\$1,290	\$1,190
Leaderboard (650 x 80)	\$1,200	\$1,150	\$1,070	\$975
Bottom Leaderboard (650 x 80)	1,200	\$1,150	\$1,070	\$975

- Non-APTA members add 25% to rates listed above.
- All rates are considered net.

ADVERTISING FILE SPECIFICATIONS

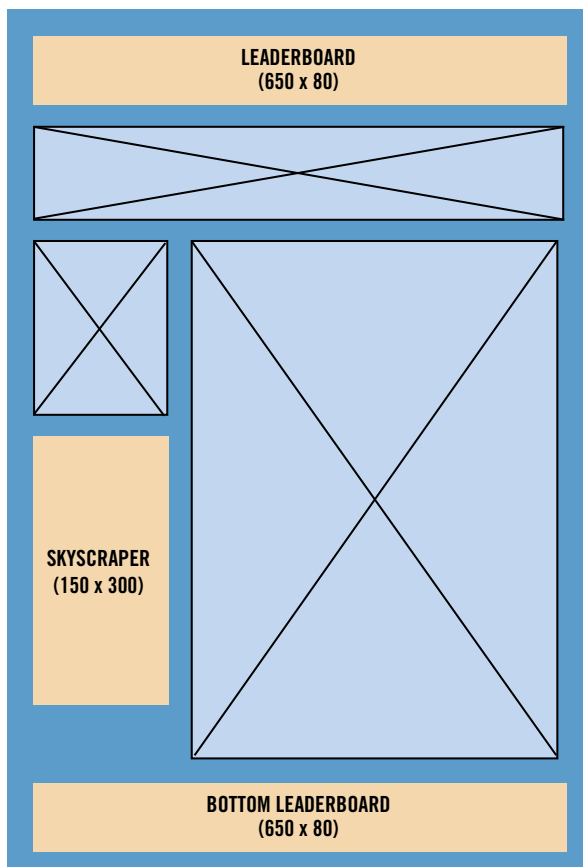
- Advertisements cannot be FLASH-based.
- Advertisements must be GIF, JPEG or animated GIF files.

All URLs for ads will open a new browser window when clicked.

PASSENGER TRANSPORT E-EDITION DATES & DEADLINES

ISSUE	AD CLOSE	MATERIAL CLOSE
January 14 Looking Ahead	January 4	January 7
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February 11 Technology	February 1	February 4
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December 30	December 20	December 23

PASSENGER Transport express



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or 800-440-0232.

Reach more than 27,000 public transportation industry professionals and decision-makers with *Passenger Transport EXPRESS*, an e-newsletter featuring breaking news, Congressional updates, and pertinent media coverage.

	1x	4x	8x	12x
Skyscraper (150 x 300)	\$1,450	\$1,375	\$1,290	\$1,190
Leaderboard (650 x 80)	\$1,200	\$1,150	\$1,070	\$975
Bottom Leaderboard (650 x 80)	1,200	\$1,150	\$1,070	\$975

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ADVERTISING FILE SPECIFICATIONS

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2013 PT EXPRESS CALENDAR

ISSUE	AD CLOSE	MATERIAL CLOSE
January 4	December 28	December 31
January 18	January 11	January 14
February 1	January 25	January 28
February 15	February 8	February 11
March 1	February 22	February 25
March 15	March 8	March 11
March 29	March 22	March 25
April 12	April 5	April 8
April 26	April 19	April 22
May 10	May 3	May 6
May 24	May 17	May 20
June 7	May 31	June 3
June 21	June 14	June 17
July 5	June 28	July 1
July 19	July 12	July 15
August 2	July 26	July 29
August 16	August 9	August 12
August 30	August 23	August 26
September 13	September 6	September 9
September 27	September 20	September 23
October 11	October 4	October 7
October 25	October 18	October 21
November 8	November 1	November 4
November 22	November 15	November 18
December 6	November 29	December 2
December 20	December 13	December 16

PROFESSIONAL SERVICES

Reach the Transit Industry for as Little as \$260!

Passenger Transport's Professional Services section (Business Card Directory) appears once each month, typically the last issue of the month, unless that edition is a special edition. Then the Professional Services section will appear in the previous edition.

Professional Services contracts are available on a 3-, 6-, or 12-month basis.

*RATES

SIZE Width x Depth	PER CONTRACT		
	3-month	6-month	12-month
1-column x 2 inches	\$260	\$435	\$780
1-column x 3 inches	\$390	\$650	\$1,170
1-column x 4 inches	\$520	\$865	\$1,560
2-column x 2 inches	\$435	\$725	\$1,300
2-column x 3 inches	\$650	\$1,085	\$1,950
2-column x 4 inches	\$865	\$1,445	\$2,600

*APTA non-members add 25% to rates listed.

1-column width is 2-1/8 inches. 2-column width is 4 1/2 inches. Advertisers must supply ad material and ads must conform to above size limits.

Professional Services Will Publish in the Following 2010 Issues:

January 28	July 15
February 25	August 26
March 25	September 9
April 22	October 21
May 20	November 18
June 17	December 2

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AMERICAN
PUBLIC
TRANSPORTATION
ASSOCIATION

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www.apta.com